Collège universitaire de Saint-Boniface
ÉCOLE TECHNIQUE ET PROFESSIONNELLE
200, avenue de la Cathédrale
Saint-Boniface (Manitoba) R2H 0H7
Telephone : (204) 233-0210
Télécopieur : (204) 235-4489
www.ustboniface.mb.ca

ANNUAL ACADEMIC REPORT
2004-2005

The *École technique et professionnelle* is grateful to the *Centre de recherche* and the *Bureau du registraire* of the *Collège universitaire de Saint-Boniface* for their support in the production of this annual report.

Table of Contents

Academic Year 2004-2005 in Review 3
- Internet Course Development 3
- Bachelor of Science in Nursing 3
- Feasibility Study 4
- Partnerships 5
- Student Mobility 5
- Quality Assurance of Educational Programs 6
- Additional Activities 6

Profile of the *Collège universitaire de Saint-Boniface* 7

History of the *École technique et professionnelle* 8

Role of the *École technique et professionnelle* 9

Methodology 10
- Administrative Data 10
- Telephone Survey 10

Administrative Data 11
- Enrolment 11
- Demographic Data 12
- Diplomas and Certificates 14
- Status of Individual Programs 15

Telephone Survey 19
- Graduate Satisfaction 19
- Employment 20
- Employment Satisfaction 23
- Use of French in the Workplace 26
- Salaries 26

ACADEMIC YEAR 2004-2005 IN REVIEW

Charlotte Walkty, Director
École technique et professionnelle

Since 1975, the *École technique et professionnelle* (ETP) has responded to labour market needs by offering an increasing variety and mix of programs and by continually upgrading its existing programs. These initiatives have been successful, as have been our international recruitment efforts. In 2004-2005, there are 253 students enrolled in the *École technique et professionnelle*. The number of graduates increased from 77 in 2002-2003 to 90 in 2003-2004, and to 95 in 2004-2005. In addition, eight Bachelor of Nursing degrees were conferred by the University of Ottawa, for the Bachelor of Science in Nursing program offered at the *Collège universitaire de Saint-Boniface*.

The *École technique et professionnelle* is keenly interested in its graduates' level of satisfaction with the programs offered, and with the employment obtained after graduation. We are therefore pleased with the high level of satisfaction expressed by our graduates. Fully 76% of those who entered the workforce after graduation have obtained full-time employment in a field related to their studies, and more than 92% are satisfied with their work. The *École technique et professionnelle* is making its mark nationally and internationally. With its attention to quality programming and leading edge programs, the future of the *École technique et professionnelle* is highly promising.

The *École technique et professionnelle* is a division of the *Collège universitaire de Saint-Boniface* (*Collège*). Each year, the ETP sets priorities and goals for itself which are consistent with the Collège's global development plan. In this annual report, we are pleased to present our accomplishments and developments for 2004-2005.

Internet Course Development

Over the 2004-2005 academic year, the ETP collaborated with the *Collège communautaire du Nouveau-Brunswick* (Dieppe campus) and the *Cité Collégiale* (Ottawa) on the development of the course content of two courses which will be part of a *Webmestre* (Webmaster) program offered by Internet. The launch of this program is anticipated for January 2006. This post-diploma certificate will provide students with the necessary skill set to develop and update Web sites, ensure the security of such sites, integrate multimedia elements, and create business Internet sites.

Bachelor of Science in Nursing

In June 2004, the *École technique et professionnelle* granted diplomas to the first graduating class of its *Diploma Nursing* program. In 2004-2005, eight of the graduates from that program completed a fourth year of studies to obtain the Bachelor of Science in Nursing granted by the University of Ottawa. This fourth year of studies is the result of an agreement between the *Collège universitaire de Saint-Boniface* and the

University of Ottawa. The University of Ottawa offers theory courses by videoconference on the *Collège* campus. The *École technique et professionnelle* supplies the site and the technical support for the courses, and assumes the responsibility for recruitment and for student support, as well as the coordination and supervision of clinical placements. Dr. Denis Prud'homme, Dean of the Faculty of Health Sciences at the University of Ottawa, presented the graduates with their diplomas at the *École technique et professionnelle* graduation ceremony on June 21, 2005.

First graduating class from the Bachelor of Science in Nursing, with Dr. Denis Prud'homme, Dean of the University of Ottawa, Raymonde Gagné, President of the Collège universitaire de Saint-Boniface, and Charlotte Walkty, Director of the École technique et professionnelle.

Feasibility Study

In response to requests from the community and the labour market, the *École technique et professionnelle* undertook an in-depth feasibility study in relation to the establishment of a program in Communications. This program would help to resolve the difficulty of recruiting local persons to work in the communications field. The feasibility study will be completed by the fall of 2005 and will inform the decision taken by the *Collège universitaire de Saint-Boniface* relative to the establishment of this program.

The feasibility study is focusing on a number of components, including: skill requirements, workforce needs, demand for such a program, material and human resource requirements to implement the program, and the availability of similar programs through other educational institutions.

Partnerships

Since its inception, the *École technique et professionnelle* has established linkages and partnerships with other educational institutions.

Collège Éducacentre - In 2004-2005, the ETP supported the Vancouver *Collège Éducacentre* in the development and implementation of a French-language program for early childhood educators. The *École technique et professionnelle* provided its educational expertise in the realm of human resources in the field of early childhood development, in French, and also shared some teaching materials. This partnership was supported by the *Réseau des cégeps et des collèges francophones du Canada* (RCCFC), within the context of collaboration projects.

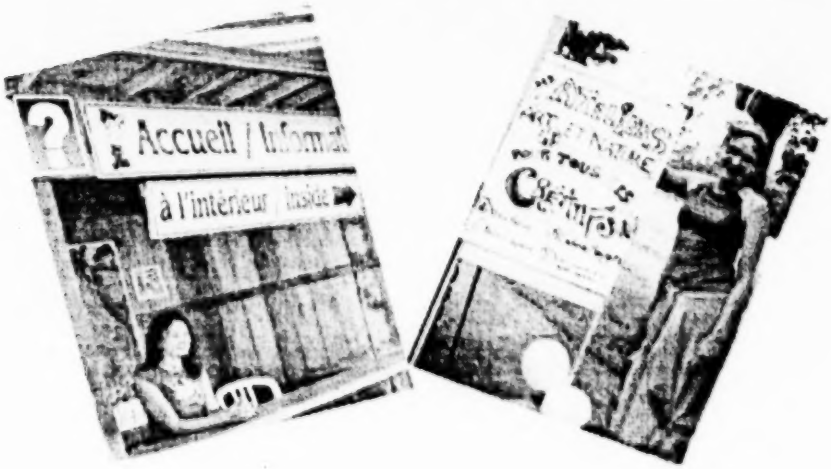
Professional development of teaching staff – As part of the program for cooperation with francophones outside Quebec, members of the teaching staff of the Early Childhood Education and Business Administration programs visited francophone colleges in Quebec in order to participate in professional development activities in French and to establish work networks. The ETP proactively encourages and supports the continuing professional development of its professors.

Other - The ETP is also involved in other partnerships, including, as discussed above, collaborating in the development of the Webmaster program and the coordination of the 4th year of studies leading to a Bachelor of Science in Nursing, and in the continuing partnership with the *Division scolaire franco-manitobaine* (DSFM) in relation to the Tourism and Health Care Aide programs.

Student Mobility

In 2003-2004, the *École technique et professionnelle* concluded cooperative agreements with two other Canadian francophone colleges to enable its students to undertake work placements in other provinces.

These agreements bore fruit in 2004-2005. As part of the Pan Canadian Student Mobility Program for Canadian Colleges and Institutes (PSMP), one student in Information Technology completed a work placement in Ottawa. As well, as part of the program for cooperation with francophones outside Quebec, a student from the Tourism program completed a work placement at Saint-Ferréol des Neiges in Quebec.



Stéphanie Willer, a student in the Tourism program, during her work placement in Quebec:
(1) in her role as an interpretive guide at the Sept Chutes outdoor interpretive site, and
(2) participating in an "Art & Nature Rendez-vous" weekend.

Quality Assurance of Educational Programs

The *École technique et professionnelle* has made its mark locally, nationally, and internationally as a result of its attention to quality in training and its commitment to offering leading-edge programs.

Revision of the policy on advisory committees – Subsequent to the expansion of the *École technique et professionnelle* and the addition of new programs, existing policies on the functioning of advisory committees for the various programs were consolidated into one single policy which highlights its link to the mission of the *Collège universitaire de Saint-Boniface*. This policy affirms the objective of the committee, its role in advising and supporting the administration of the *École technique et professionnelle*, and the advantages to the committee membership as well as to the francophone community.

Program Evaluation – In January 2005 the Board of Governors of the *Collège universitaire Saint-Boniface* adopted a revised framework for program evaluation. Consistent with this framework the ETP has established a schedule for evaluation of its programs, and undertakes a formal evaluation of each of its programs every five years.

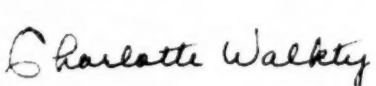
Development of a course syllabus template – A working group of ETP professors was formed to develop a template for course syllabi, in order to ensure uniformity and consistency of approach. The committee also developed a guide for syllabus development, which is targeted for completion in June 2005.

Additional Activities

Recruitment and promotion – The ETP undertook many general and focused promotional activities during the 2004-2005 academic year. These include:

- a survey of ETP students;
- updating a computerized promotional presentation on ETP programs;
- the publication of articles in *Career Faces* of The Winnipeg Free Press;
- a multimedia *FOCUS 5* evening held on April 26, 2005;
- an entrepreneurship fair held on April 19, 2005;
- a kiosque at the Forks on May 13 2005, during Nurses' Week;
- participation by professors of the Computer Science, Tourism and Multimedia Communication programs in a *Week of Excellence, a* program of mini-courses offered to secondary students by the Continuing Education Division of the *Collège* in May 2005, with the objective of interesting students in pursuing post-secondary studies in French.

Revision of programs – The ETP updates its programs on an ongoing basis in order to ensure that they are progressive, relevant, and up-to-date and that they meet the needs of students and of the labour market. In 2004-2005, the ETP revised its Business Administration, Information Technology, and Tourism programs, and started a process for restructuring the Early Childhood Education program.



PROFILE OF THE COLLÈGE UNIVERSITAIRE DE SAINT-BONIFACE

The *Collège*, founded in 1818 and incorporated in 1871, is still recognized today for the quality of its education. Persons educated at the *Collège* stand out for their skills and personal talents, and they contribute to the social and economic vitality of the province. While the *Collège* was originally managed by the Catholic clergy, it is now under the direction of members of the francophone community of Manitoba. The *Collège* has important links with the University of Manitoba, which it co-founded in 1877 and to which its university programs are affiliated. The following mission statement, which reflects the *Collège*'s origins and its values, guides the university sector, the Continuing Education Division, and the *École technique et professionnelle*:

The Collège universitaire de Saint-Boniface, the oldest post-secondary educational institution in Western Canada, is Manitoba's French-language university. Accessible to all persons wishing to pursue their studies in French, the Collège offers everyone generalist and specialized university programs as well as professional and technical training in sectors essential to community development. Inspired by its history and conscious of its sociocultural milieu, the Collège universitaire de Saint-Boniface promotes the French language and the well-being of the Franco-Manitoban culture, encourages the study of languages, and facilitates intercultural dialogue in order to enable its graduates to excel in a modern and diversified world.

HISTORY OF THE ÉCOLE TECHNIQUE ET PROFESSIONNELLE

The *École technique et professionnelle* was established in 1975 as the Collège's "Community College", and was officially renamed the *École technique et professionnelle* in the spring of 1989. This title accurately reflects the ETP's professional and technical training role within the Collège. While operating within the framework of the Collège's mission, the *École technique et professionnelle* is also guided by an internal mission, which is to offer quality French-language training programs in an environment which uses state-of-the-art technology and which is sensitive to the needs of the labour market.

At the outset, the *École technique et professionnelle* offered only one program. Over time, new programs were added to respond to labour market needs and to increase the options for postsecondary French-language training in Manitoba. The history of the expansion of the ETP is as follows:

- 1975 – start of a *Bilingual Secretarial Program* later named *Office Management*, and which is now a specialization stream within the *Business Administration* diploma program;
- 1976 – launch of the *Business Administration* program;
- 1989 – addition of a *Child Day Care* program, renamed the *Early Childhood Education* program in 2002;
- 1994 – implementation of the *Health Care Aide* program;
- 1997 – launch of the *Information Technology* program;
- 1999 – addition of the *Multimedia Communications* program to the growing list of programs available;
- 2000 – introduction of the *Tourism* program;
- 2001 – implementation of the *Nursing Diploma* program;
- 2003 – *Office Management* is integrated into the *Business Administration* program;
- 2005 - creation of a partnership to offer a *Webmaster* program;
- 2005 - first graduating class from a fourth year of studies leading to a *Bachelor of Science in Nursing*.

ROLE OF THE ÉCOLE TECHNIQUE ET PROFESSIONNELLE

The mandate of the *École technique et professionnelle* is to provide college-level, French-language programs that meet the educational, professional, cultural, social, and linguistic needs of the francophone community of Manitoba. To fulfill its mandate, the *École technique et professionnelle*:

- Offers relevant and up-to-date programs with practical application of sector-specific skills;
- Ensures that its programs satisfactorily meet student, graduate, and industry needs;
- Promotes the French language in a learning environment that encourages the improvement of linguistic skills;
- Provides a setting that fosters the overall development of the individual by offering services based on the student's socio-cultural needs;
- Satisfies the community's training needs by being flexible and responsive;
- Establishes close links with the labour market, professional associations, and education networks;
- Contributes to the economic, social, and cultural development of the Manitoba francophone community.

METHODOLOGY

This annual academic report provides administrative data on the student body and programs of the *École technique et professionnelle*, collected from student records. It also presents the results of a telephone survey of the graduates of all ETP programs.

Administrative Data

The first part of the report is comprised of comparable administrative data gathered from graduates' student records for the past three academic years (2003-2005).

A general overview of demographic and enrolment data is provided at the outset. Similar information is then provided for each individual program, certificate, or diploma issued by the *École technique et professionnelle*.

Telephone Survey

The second part of the report details the results of the telephone survey which was undertaken with all persons who graduated from the ETP's programs in 2005. The main objective of the survey was to determine graduates' current employment status, job satisfaction, and salary level. Information was also gathered on graduates' level of satisfaction with the training received, and on their relative use of French in the workplace.

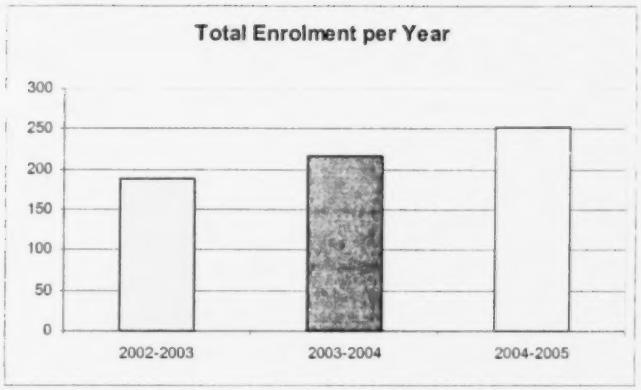
Up to five attempts were made to reach each graduate by telephone, with an average of three calls required per completed survey. When graduates could not be reached by telephone, they were sent an e-mail requesting their new telephone number; many graduates provided their telephone number in response to this request. In addition, four graduates currently living afar agreed to complete the survey electronically. Through this combination of approaches, surveyors were able to reach over 89% of 2004-2005 graduates.

Readers are advised that the survey tool utilized by the *École technique et professionnelle* was modified in 2004 from that of previous years in order to collect additional information for future planning purposes. As a result of this change, caution should be exercised in comparing this year's results with those published in annual reports prior to 2004.

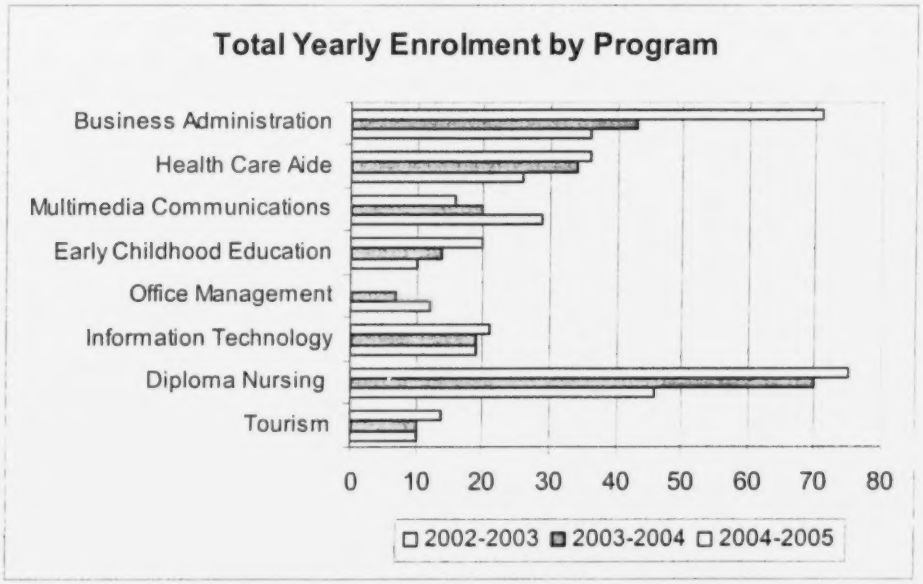
ADMINISTRATIVE DATA

Enrolments

Overall - In 2004-2005, enrolment in the *École technique et professionnelle* rose from 217 to 253, an increase of 17% over 2003-2004. This increase is in large part attributed to the *Diploma Nursing* program, which accounts for approximately 30% of the student population.

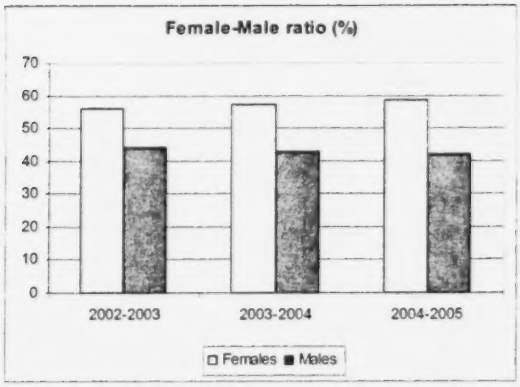


By program – From academic year 2003-2004 to 2004-2005, enrolment either increased or remained constant for six of the seven programs currently offered by the *École technique et professionnelle*. The greatest increase in enrolment took place in the *Diploma Nursing* and *Business Administration* programs. The eight students enrolled in the Bachelor of Science in Nursing program offered by the University of Ottawa on the *Collège* campus are not included in these numbers.

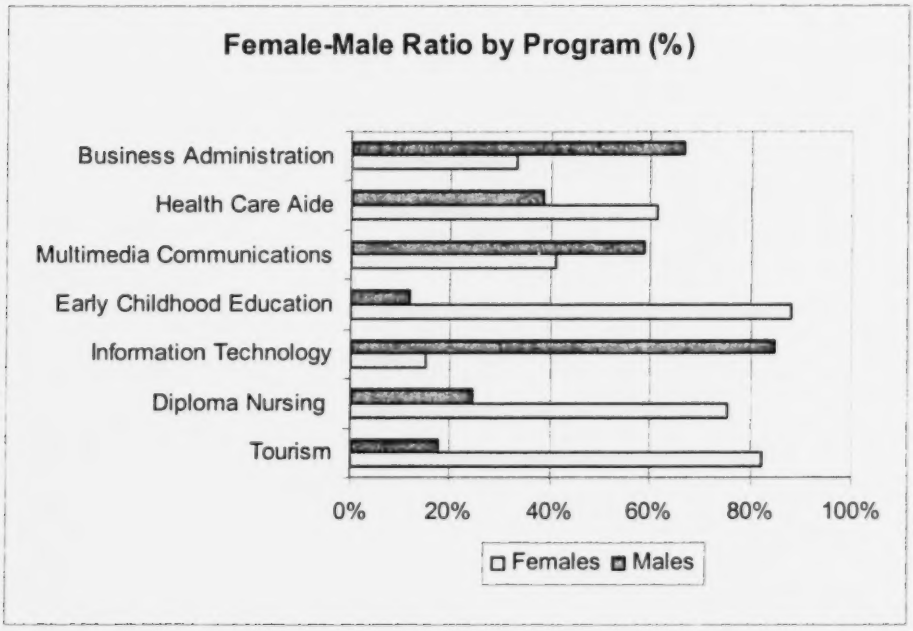


Demographic Data

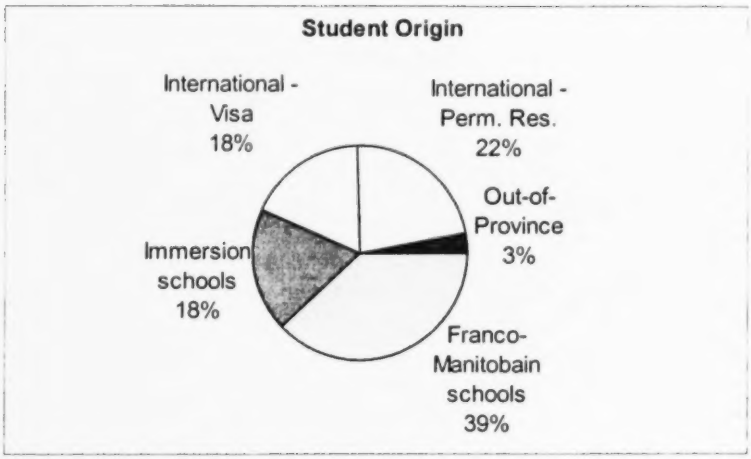
Female-Male ratio – Consistent with recent years, the student body of the *École technique et professionnelle* is comprised of a slightly higher proportion of females than males. In 2004-2005, the student body is made up of 42% men and 58% women.



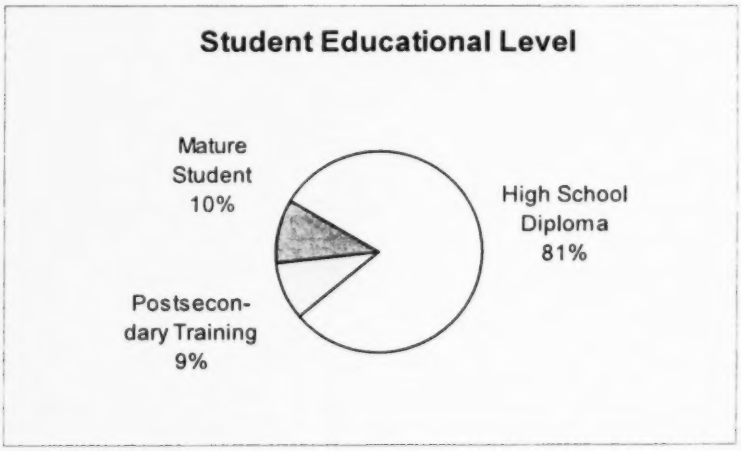
Female-Male ratio by program – For the years 2003-2005, there is a clear majority of either men or women students in most programs offered by the *École technique et professionnelle*. In 2005, the number of females exceeds the number of males in four of the seven programs.



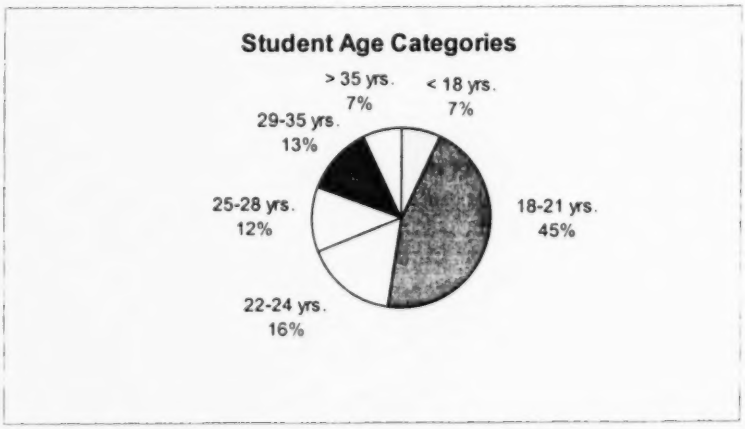
Student origin – While a majority of students come to the *École technique et professionnelle* from Franco-Manitoban schools, a growing proportion of ETP students are of international origin.



Student educational level - Mature students increased from 7% of total enrolments in 2004 to 10% in 2005. The number of students enroling at the *École technique et professionnelle* who have some prior post-secondary education remained constant.



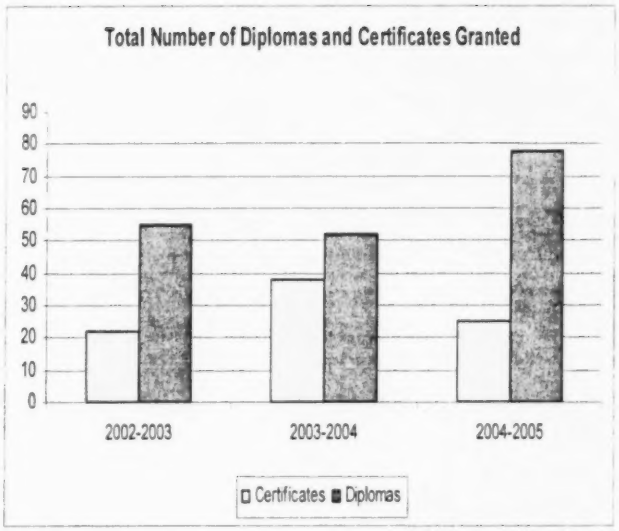
Student age categories – In the 2005 academic year, 45% of the student body of the *École technique et professionnelle* belonged to the 18-21 year age group. In excess of 86% of all students were between 18 and 35 years of age.



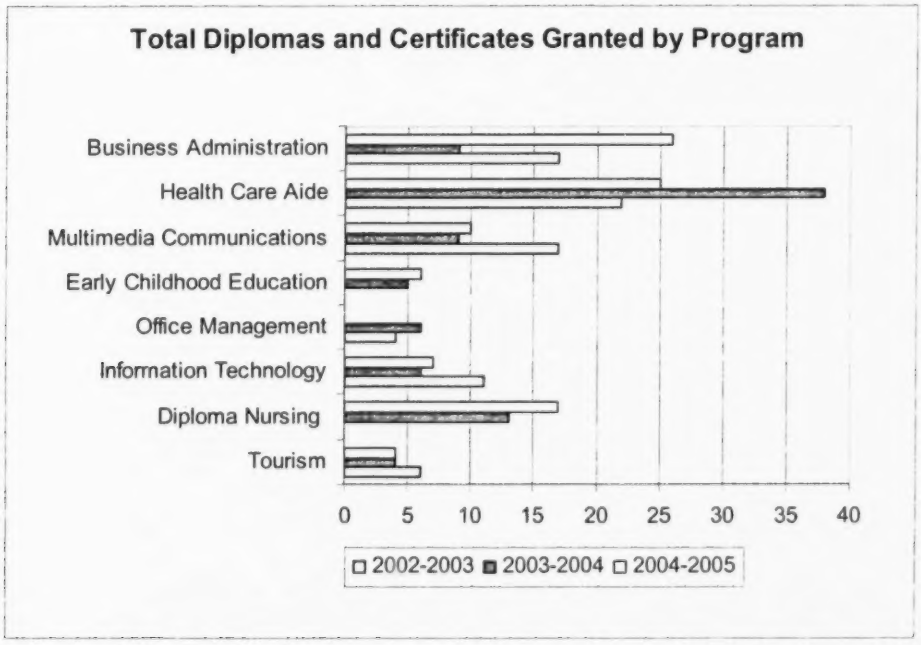
Diplomas and Certificates

Overall – The number of graduates of the *École technique et professionnelle* rose from 77 to 103 between the 2002-2003 and 2004-2005 academic years, an increase of almost 34%.

For the 2002-2003 to 2004-2005 academic years, the number of diplomas awarded surpassed the number of certificates, as has been the case since 2000-2001. The *Health Care Aide* program is the only program offered at the *École technique et professionnelle* which grants a certificate.



Diplomas and Certificates Granted by Program – The following chart illustrates the distribution of diplomas and certificates by program. This excludes the diplomas from the Bachelor of Science in Nursing program, which are conferred by the University of Ottawa.



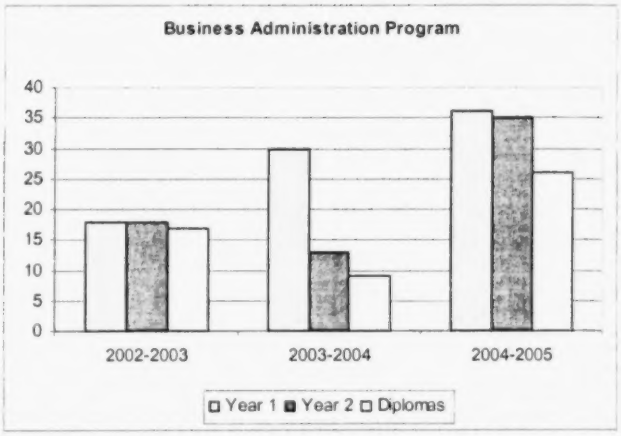
Status of Individual Programs

Business Administration

Two-year program leading to a diploma in Business Administration

The *Business Administration* program provides students with versatile training leading to the acquisition of professional skills in the areas of accounting, management, information technology, and marketing.

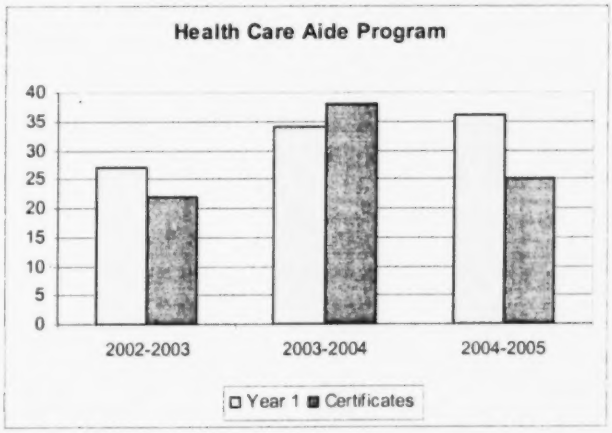
Recall that in 2003-2004 the *Office Management* program was integrated into the *Business Administration* program.



Health Care Aide

Six-month program leading to a Health Care Aide certificate

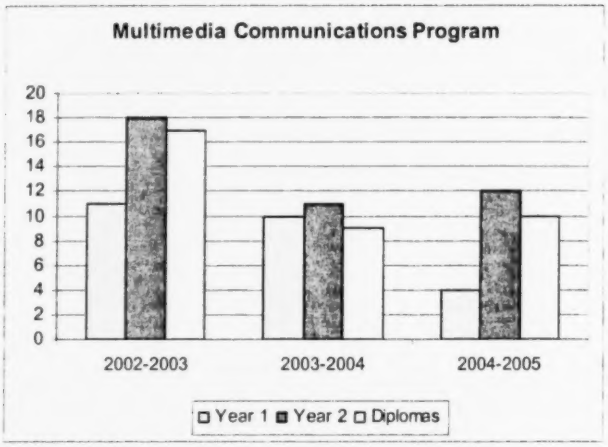
The *Health Care Aide* program trains individuals for work as auxiliary personnel in the health care sector. Students acquire knowledge and technical skills required to assist care recipients in their day-to-day activities and to meet their physical, emotional, social, and spiritual needs under the supervision of Registered Nurses or Licensed Practical Nurses. Individuals can pursue their studies full-time, part-time, or through distance education.



Multimedia Communications

Two-year program leading to a diploma in Multimedia Communications

This program prepares individuals for careers in multimedia planning and development. Students acquire all-round generalist skills related to multimedia production and management processes, and also develop creative and technical skills related to the production of multimedia applications.

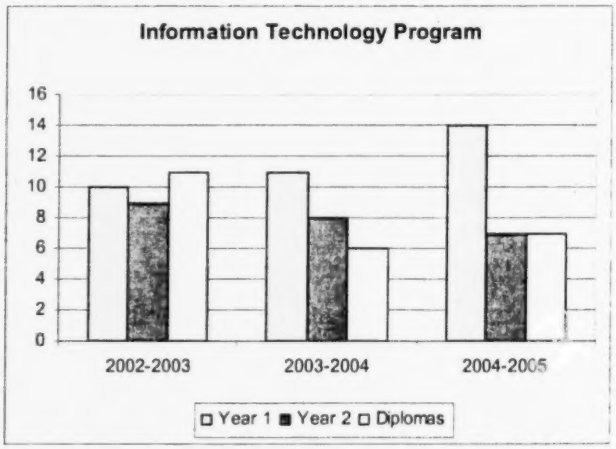


Information Technology

Two-year program leading to a diploma in Information Technology

The *Information Technology* program provides students with knowledge and skills in design, installation, and maintenance of computer-based systems, and in managing computer projects.

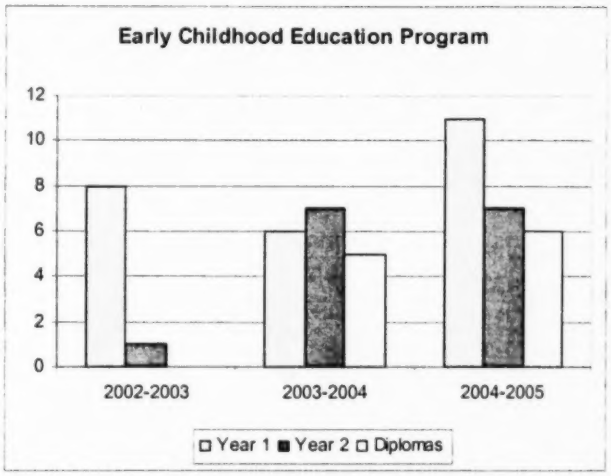
The program includes training in the areas of systems analysis and design, implementation and management of information technology projects, and consultation. Graduates have the necessary skills to manage information and telecommunications services in the workplace.



Early Childhood Education

Two-year program leading to a diploma in Early Childhood Education

The *Early Childhood Education* program provides students with the necessary training to work with children from 0 to 12 years of age. The two-year training program meets the requirements of the *Community Child Day Care Standards Act* of Manitoba. The restructuring of this program to improve access was described in the 2003-2004 annual report. The increase in enrolments as a result of this change is maintained in 2005.

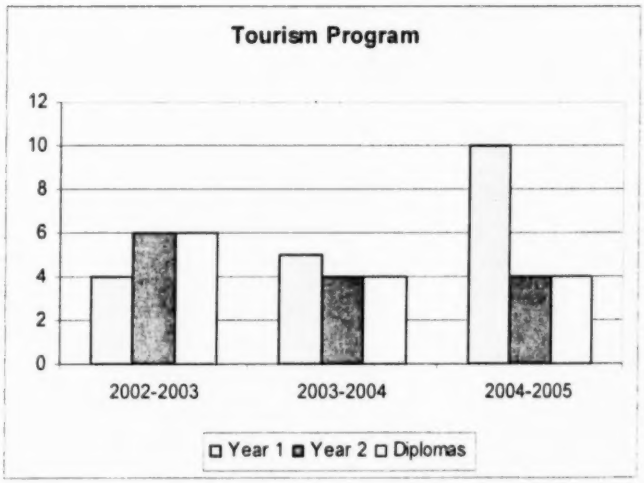


Tourism

Two-year program leading to a diploma in Tourism

The *Tourism* program prepares students for a wide range of positions in the tourism industry. Students develop skills related to business administration, customer service, geography, event planning, research, marketing and entrepreneurial initiatives, as well as oral and written communications in French and English.

Since 2003-2004, students in the Franco-Manitoban school division can receive advanced credit in this program for the computerized *Tourism* course offered in high school.

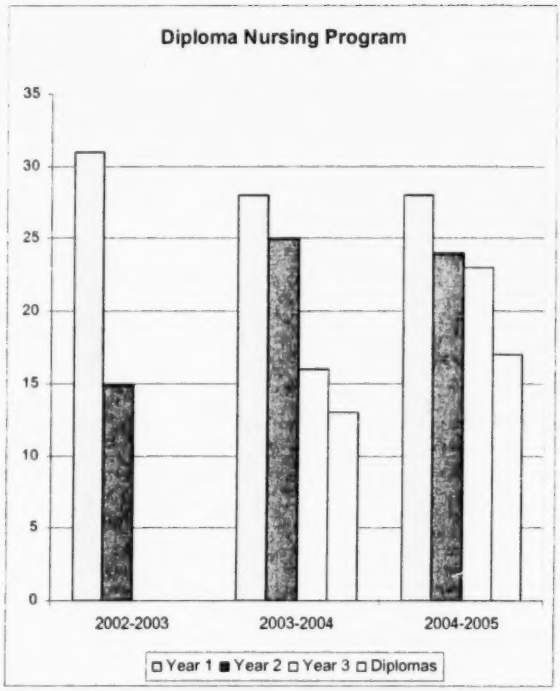


Diploma Nursing

Three-year program leading to a diploma in Nursing

The *Diploma Nursing* program develops professional nurses with critical thinking skills, expertise in interpersonal relations, a commitment to lifelong learning, and the ability to work effectively in various health settings.
The *Diploma Nursing* program is offered in collaboration with the University of Ottawa. This program was implemented in 2001-2002, and saw its first graduating class in 2003-2004.

The program structure offers a fourth-year option for graduates who wish to obtain their Bachelor of Science in Nursing. Because the Bachelor's program degrees are conferred by the University of Ottawa, graduates of the program are not included in the figures provided in this annual report, but they are mentioned anecdotally.

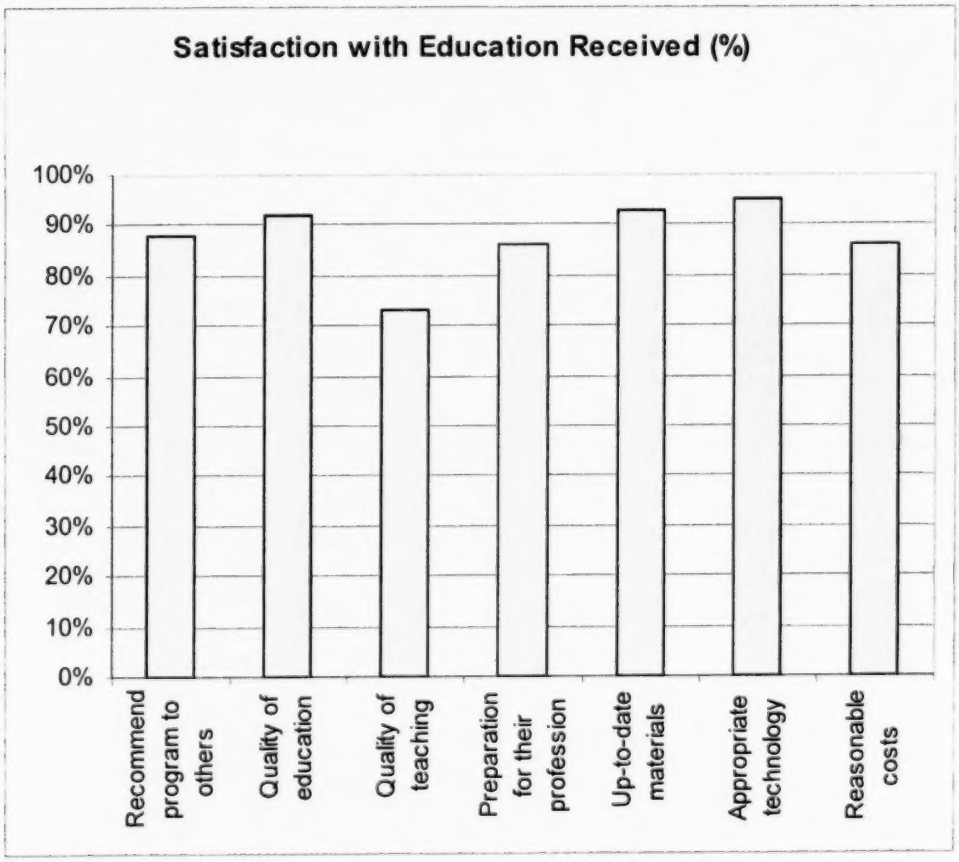


TELEPHONE SURVEY

Graduate Satisfaction

Satisfaction of 2004-2005 graduates was assessed relative to instructional quality, quality of the education received, course materials, appropriateness of the technology in use, and program costs.

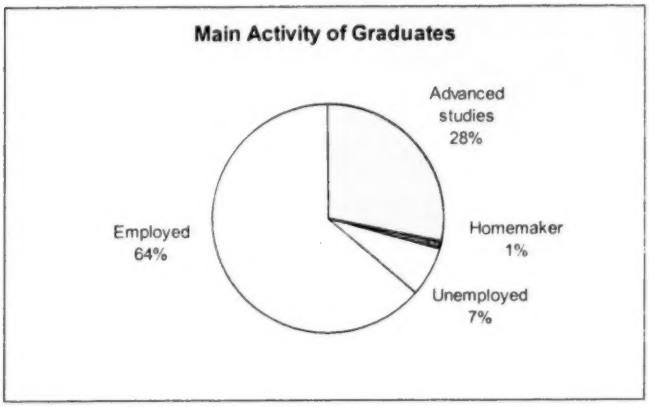
Graduate satisfaction is high, as illustrated in the chart below. Overall, 92% of survey respondents are satisfied with the quality of the education received at the *École technique et professionnelle*.

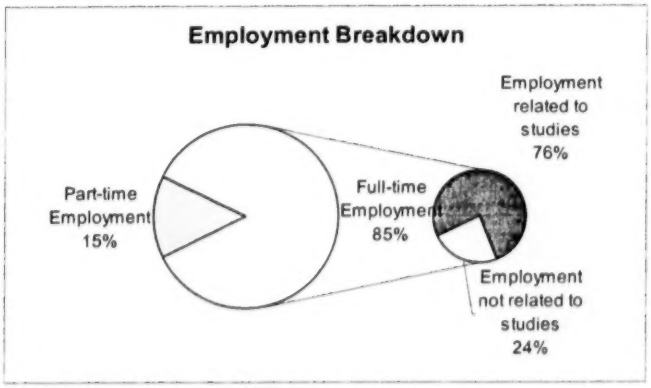


Employment

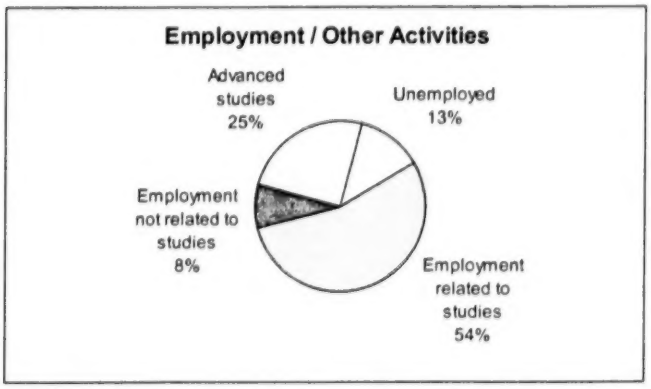
Overall – 64% of survey respondents stated that employment is their main activity. Of these, 85% are working full-time, compared to 75% in 2004. Among full-time workers, 76% have found employment related to their field of studies.

Among respondents, 28% indicate that they are pursuing advanced studies. This phenomenon is most marked among graduates of the *Diploma Nursing* (60%), *Early Childhood Education* (57%), *Health Care Aide* (28%), and *Business Administration* (25%) programs.

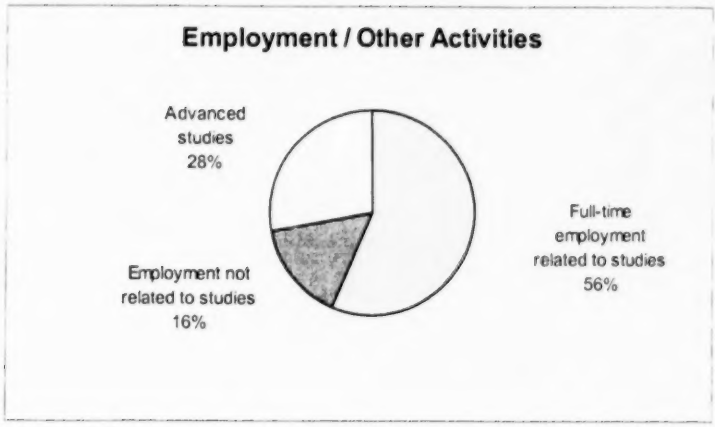




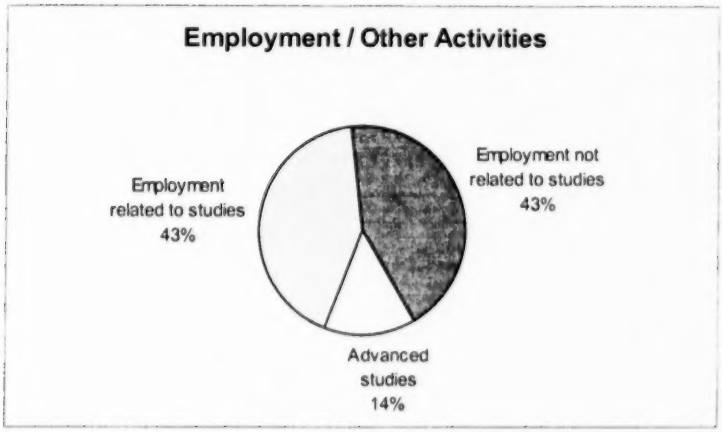
Business Administration


Employment / Other Activities
Advanced studies 25%
Unemployed 13%
Employment not related to studies 8%
Employment related to studies 54%

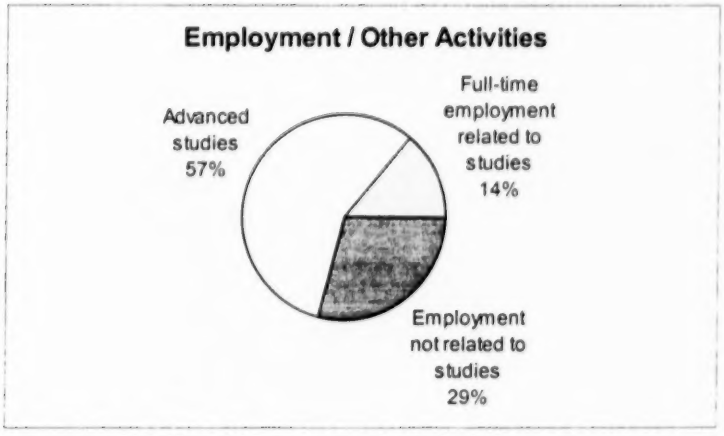
Health Care Aide


Employment / Other Activities
Advanced studies 28%
Full-time employment related to studies 56%
Employment not related to studies 16%

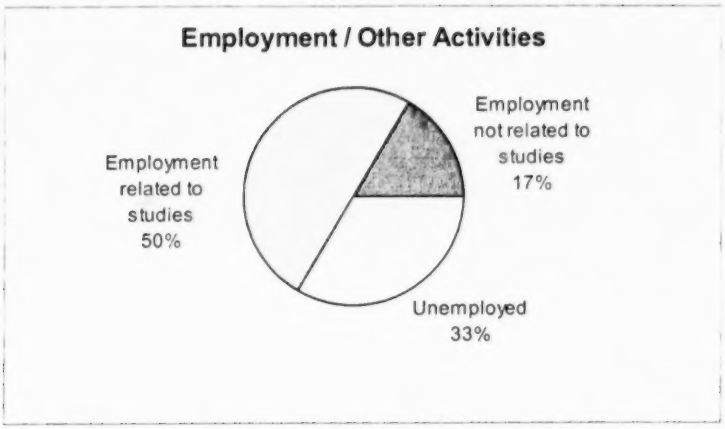
Multimedia Communications


Employment / Other Activities
Employment not related to studies 43%
Employment related to studies 43%
Advanced studies 14%

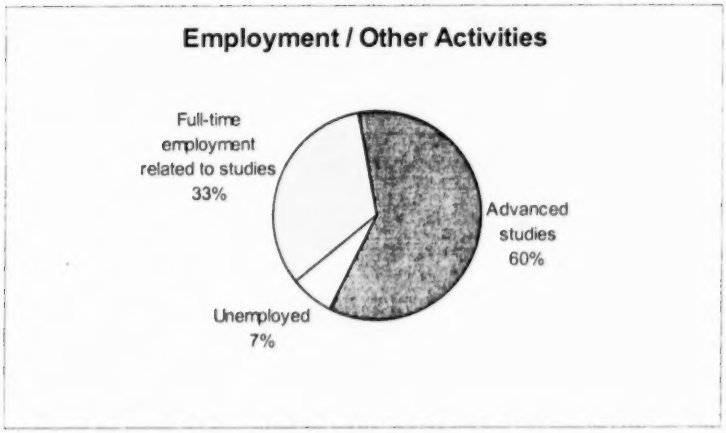
Early Childhood Education


Employment / Other Activities
Full-time employment related to studies 14%
Advanced studies 57%
Employment not related to studies 29%

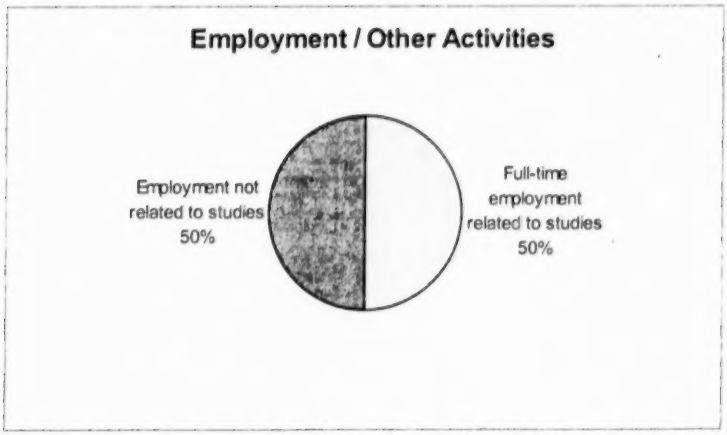
Information Technology



Diploma Nursing

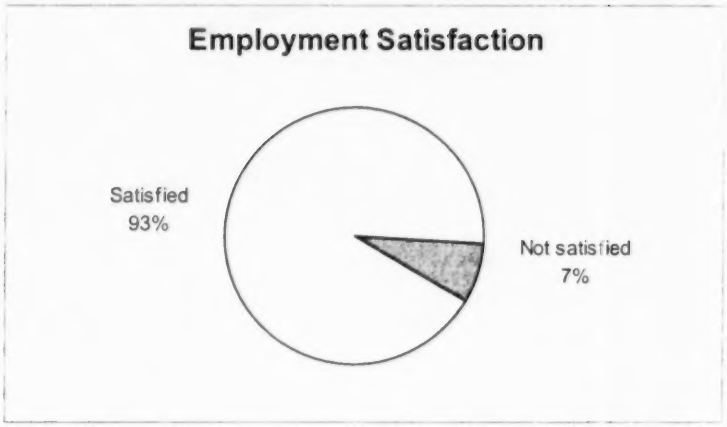


Tourism

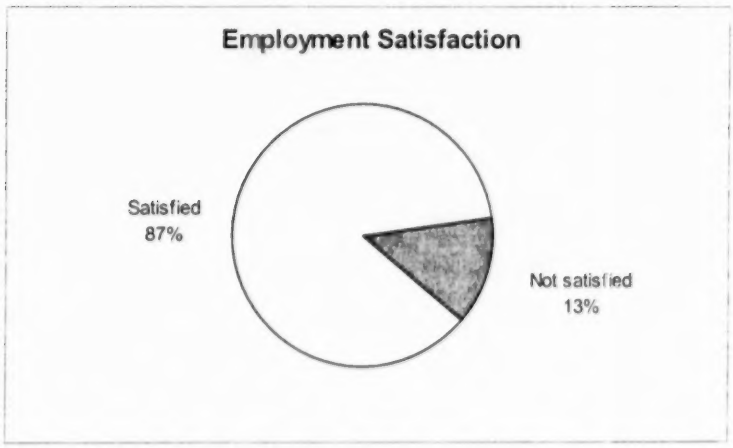


Employment Satisfaction

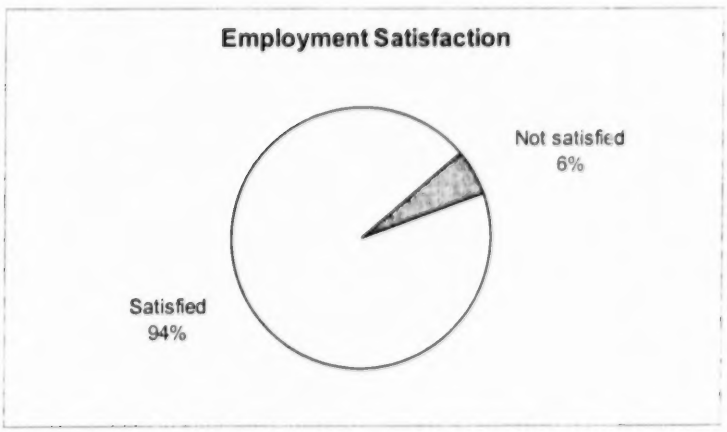
Overall – Among graduates who reported full-time employment, 93% are satisfied with their employment. The following graphics illustrate the degree of satisfaction by program.



Business Administration



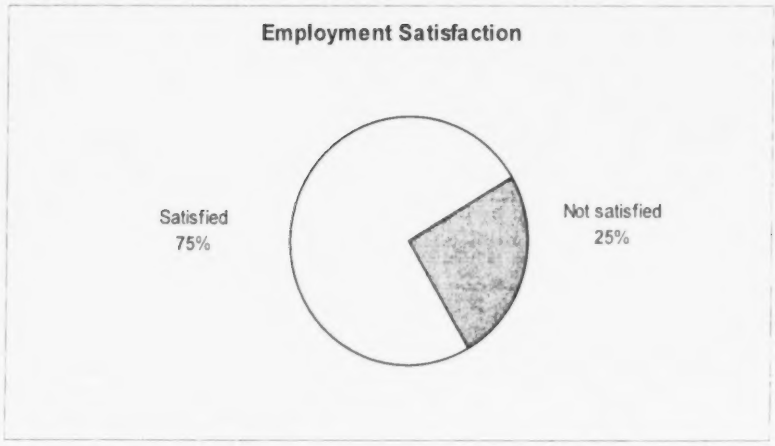
Health Care Aide



Multimedia Communications

Early Childhood Education

Information Technology

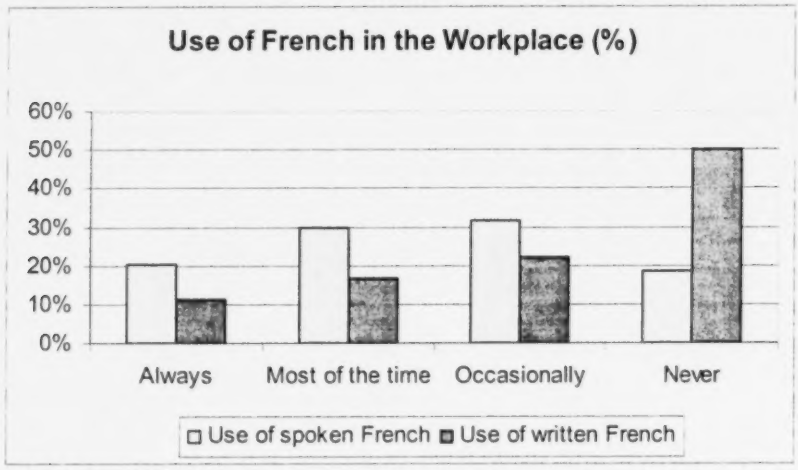


Diploma Nursing

Tourism

Use of French in the Workplace

Among all survey respondents with full-time or part-time employment, more than 82% have the opportunity to use spoken French at work, and almost 50% have the opportunity to use written French.



Salaries

Among survey respondents who have full-time employment, i.e., those who work 30 hours or more per week, 67% earn more than $25,000 per year. There is a general tendency towards higher salaries, due in large part to the earning power of nursing graduates, and also due to the higher salaries of early childhood workers made possible by the increase in subsidies provided to day cares by the Government of Manitoba.